



Contact us today to find out how we can help you maximize the return on your technology investment.

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PROFILE

Harbor Sales Company

Situation

The **Harbor Sales Company**, a large distributor of supplies and machining services, which has been in business since 1931, had successfully generated double-digit annual growth for the last decade. But the company's leadership wanted to grow even faster—tripling revenues in the next five years. To achieve its growth goals, the company, which primarily caters to graphics, marine, government and industrial/construction companies, knew it would have to change the way it operates. In the past, 95% of its customers placed orders over the phone to Harbor's dedicated customer service call center. Transferring those orders to the company's eBusiness site was essential for the company to manage its projected growth. But in doing so, the company didn't want to compromise its identity as a service organization with an almost manic focus on the customer.

Solution

Harbor Sales selected **Cordjia Technology Services** to build and implement a new eBusiness site for the company that would deliver a superior customer-centric experience, mirroring as much as possible the great care shown by the company's call center staff. The solution required automating business processes and work flows that were specific to the company, allowing them to continue to operate their proven business model cost effectively while providing seamless integration with their other stable legacy systems. In February 2009, the customized Customer Experience Portal for Harbor Sales went live, and, after just five weeks in production, the Cordjia Technology Services solution is generating impressive results.



Results

Increased customer satisfaction and loyalty

- > Number of orders per customer increased 9% on a month-over-month basis. Orders had been declining an average of 4% over the previous 6 month-over-month periods.
- > The percentage of orders placed using the web-site versus phone orders increased 60%.

Increased revenues

- > Sales per Customer increased 13%. Sales per Customer had declined an average of 6% over the previous 6 month-over-month periods.
- > Sales per Order increased 3.5% on a month-over-month basis. Sales per Order had declined an average of 2% for the previous 6 month-over-month periods.

The CTS Customer Experience Portal

Combining the benefits of out-of-the-box software with the game-changing results that only a customized eBusiness solution can deliver, the Customer Experience Portal will provide your organization with the business tools, pricing flexibility and process efficiency to attract new customers, increase the loyalty of your existing customers and drive the profitable growth of your business.

Built on a proven and robust portal framework, the Customer Experience Portal delivers the collaboration, intelligent engineering, scalability and business-changing results that only a customized solution can provide. The solution will integrate smoothly with your legacy systems and provide the scalability and flexibility to grow as your business does.

- > **See Clearly**
 - **Effectively manage your operations** with increased visibility into purchase habit
 - **See operational issues and remedy them** before they impact your customers
- > **Act Decisively**
 - **Increase sales** by managing pricing and discounts effectively
 - **Manage working capital** by understanding product demand.
 - **Increase customer satisfaction and loyalty** by customizing the user experience
- > **Execute Flawlessly**
 - **Increase revenues** through flexible product searching and cross-sell capabilities
 - **Reduce operational expense** with streamlined and automated work flows
 - **Create a consistent customer experience** by having CSRs and customers working off the same platform